

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37052  
**Alt Order #:** 08854421  
**Product Desc:** AFF-SENATE  
**Estimate:** 515  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 08/21/12 / 08/21/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Future Fund  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 06/03/10  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/30/12   | 08/26/12 | 5       | \$45,100.00  | \$38,335.00 |
| 08/27/12   | 08/28/12 | 0       | \$0.00       | \$0.00      |

## Totals

| Month         | # Spots  | Gross Amount       | Net Amount         | Rating      |
|---------------|----------|--------------------|--------------------|-------------|
| August 2012   | 5        | \$45,100.00        | \$38,335.00        | 0.00        |
| <b>Totals</b> | <b>5</b> | <b>\$45,100.00</b> | <b>\$38,335.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones        |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KLAS        | 21%   | \$45,100.00  |
| Market      | 100%  | \$214,761.90 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KTNV              | 26%   | \$55,838.10 |
| KTUD              | 0%    | \$0.00      |
| KVBC              | 0%    | \$0.00      |
| KVVU              | 28%   | \$60,133.33 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |

| Ln   | Ch | Start    | End      | Inventory Code                   | Break | Start/End Time | Days    | Len | Spots | Rate        | Pri | Rtg  | Type | Spots | Amount      |
|--|----|----------|----------|----------------------------------|-------|----------------|---------|-----|-------|-------------|-----|------|------|-------|-------------|
| E 1  | 8  | 08/22/12 | 08/22/12 | Wed 10-11p<br>CSI                | CM    | 10-11p         | --W---- | :30 | 1     | \$15,000.00 | LV1 | 0.00 | NM   | 1     | \$15,000.00 |
| CSI<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 08/20/12   08/26/12   --W----   1   \$15,000.00   0.00 |    |          |          |                                  |       |                |         |     |       |             |     |      |      |       |             |
| E 2  | 8  | 08/23/12 | 08/23/12 | Thu 10-11p<br>Person Of Interest | CM    | 10-11p         | ---T--- | :30 | 1     | \$10,000.00 | LV1 | 0.00 | NM   | 1     | \$10,000.00 |

|               |                      |
|---------------|----------------------|
| Advertiser:   | American Future Fund |
| Product Desc: | AFF-SENATE           |
| Estimate:     | 515                  |

KLAS

|        |   |             |
|--------|---|-------------|
| Totals | 5 | \$45,100.00 |
|--------|---|-------------|